

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

LCA 2017 CHANNEL ARCHITECTURE IN STRATEGIC COMMUNICATION

(All sections)

10 MARCH 2020
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of one printed page ONLY.
2. Answer all questions.
3. Write your answers in the Answer Booklet provided.

ANALYTICAL QUESTION [50 MARKS]

Instructions: Read the information below and write an integrated strategic communication programme.

Background

Spotify is a digital music streaming service that gives users access to millions of songs, podcasts and videos from artists all over the world, like Apple Music and Amazon Music Unlimited. Spotify Technology S.A. is an international media services provider of Swedish origin. It is legally domiciled in Luxembourg and is headquartered in Stockholm, Sweden. Founded in 2006, the company's primary business is providing an audio streaming platform, the "Spotify" platform, that provides DRM-protected music, videos and podcasts from record labels and media companies. As a freemium service, basic features are free with advertisements or automatic music videos, while additional features, such as improved streaming quality and commercial-free listening, are offered via paid subscriptions ("Annual Financial Report, Spotify Technology S.A., 2018")

Question

Spotify (South East Asia) Limited which is headquartered in Singapore, is working on a special concert campaign featuring Justin Bieber and BTS. The campaign is targeted towards boosting new users which are current fans of the 2 musical headliners in the region. The concert which will take place on 1st November 2020 will be the first inaugural performance for the Marina Bay Sands Arena which has a capacity of 25,000 people.

As a part of the strategic planning team for Spotify, you have been tasked with developing a strategic communication programme specifically targeting the Malaysian market. You will need to come up with a "Big Idea" for the campaign that will be carried throughout the campaign and deliver the target of gaining 1 million new freemium users or 5% increase in the current premium number of users. Your budget is RM750,000 for the entire campaign. Based on all the information provided, write an integrated strategic communication programme that fulfills the objective of Spotify's Justin Bieber x BTS World Tour campaign according to the problem solving model criteria below:

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|-------------------------------|-----------|
| i) Identify the Problem | (5 marks) |
| ii) Campaign Objective | (5 marks) |
| iii) Target Audience | (5 marks) |
| iv) Channels of Communication | (10marks) |
| v) Key Message | (5 marks) |
| vi) Budget Allocation | (5 marks) |
| vii) Execution Timeline | (10marks) |
| viii) Campaign Evaluation | (5 marks) |

End of paper